



WPXI
4145 Evergreen Road
Pittsburgh, PA 15214

Luc, Inc.
25 Whitlock Place, SW
#201
Marietta, GA 30064-3142

Contract # 325767

Schedule Dates

09/24/12-09/30/12

Advertiser

Pol/Critz M/D/Con/PA (12930)

Agency

Luc, Inc. (2895)

Product

Political - Federal Candidate (1067)

Brand

POL/M CRITZ/D/CON/PA (68636)

Salesperson

Telerep/Atlanta, Atlanta (1044)

Sales Office

Telerep/Atlanta

Buyer Name

MILLS, AMY

Phone/Fax

/

CPE

N/A

Account Types

National/Political

Billing Type

Standard

Comments

2429

***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered 08/06/12

Last Modified 09/21/12

Entered By Jennifer Stewart

CO-OP Yes

Headline # 06263779

Demo

Order Type Normal

Package Deal

Commission % 15.00

Commission \$3,877.50

Net Total \$21,972.50

Sales Tax

Pittsburgh (WPXI)

By Broadcast Month

Sep. 2012 35

Grand Total: 35

Rate

\$25,850.00

\$25,850.00

Spots

35

35

CONFIRMATION CONTRACT

Accepted Agency/Advertiser

Accepted-Station:

Date:

Comments:

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Revised Line / Spot	09/24/12-09/28/12	5	:30	5:59A- Channel 11 News 6am	1						1					Pittsburgh (WPXI)	NEWS 6-7A/1	8/6/12
1.1	Normal Line / Spot	09/24/12-09/28/12	5	:30	5:59A- Channel 11 News 6am	2	X	X	X	X	X			2	\$795.00	\$1,590.00	Pittsburgh (WPXI)	NEWS 6-7A/1	9/21/12
2.0	Revised Line / Spot	09/27/12-09/28/12	5	:30	7A- 8A (EST)							1					Pittsburgh (WPXI)	TODAY 7-8A/2	8/6/12
2.1	Normal Line / Spot	09/24/12-09/28/12	5	:30	7A- 8A (EST)	2	X	X	X	X	X			2	\$620.00	\$1,240.00	Pittsburgh (WPXI)	TODAY 7-8A/2	9/21/12
3.0	Revised Line / Spot	09/25/12-09/25/12	5	:30	8A- 9A (EST)							1					Pittsburgh (WPXI)	TODAY 8A-9A/3	8/6/12
3.1	Normal Line / Spot	09/24/12-09/28/12	5	:30	8A- 9A (EST)	1	X	X	X	X	X			1	\$570.00	\$570.00	Pittsburgh (WPXI)	TODAY 8A-9A/3	9/21/12
4.0	Revised Line / Spot	09/26/12-09/28/12	5	:30	9A- Today Show 9a							1					Pittsburgh (WPXI)	TODAY 9A-10A/4	8/6/12
4.1	Normal Line / Spot	09/24/12-09/28/12	5	:30	9A- Today Show 9a	2	X	X	X	X	X			2	\$395.00	\$790.00	Pittsburgh (WPXI)	TODAY 9A-10A/4	9/21/12
5.0	Normal Line / Spot	09/29/12-09/29/12	5	:30	8A- 10:30A (EST)							1		1	\$370.00	\$370.00	Pittsburgh (WPXI)	SAT NEWS 8A-1030A/5	8/6/12
6.0	Normal Line / Spot	09/30/12-09/30/12	5	:30	5:30A- 8A (EST)								1	1	\$345.00	\$345.00	Pittsburgh (WPXI)	SUN NEWS 530A-8A/6	8/6/12
7.0	Normal Line / Spot	09/30/12-09/30/12	5	:30	8A- 10A (EST)								1	1	\$370.00	\$370.00	Pittsburgh (WPXI)	SUN NEWS 8A-10A/7	8/6/12
8.0	Revised Line / Spot	09/25/12-09/27/12	5	:30	10A- Ellen							1					Pittsburgh (WPXI)	ELLEN/8	8/6/12
8.1	Normal Line / Spot	09/24/12-09/28/12	5	:30	10A- Ellen	2	X	X	X	X	X			2	\$345.00	\$690.00	Pittsburgh (WPXI)	ELLEN/8	9/21/12

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Telerep/Atlanta, Atlanta (1044)

Sales Office

Telerep/Atlanta

Buyer Name

MILLS,AMY

Phone/Fax

/

CPE

N/A

Account Types

National/Political

Billing Type

Standard

Comments

2429

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08/06/12

Date Entered

09/21/12

Last Modified

Jennifer Stewart

Entered By

Yes

CO-OP

06263779

Headline #

Demo

Normal

Order Type

Package Deal

Commission %

15.00

Commission

\$3,877.50

Net Total

\$21,972.50

Sales Tax

Pittsburgh (WPXI)

By Broadcast Month

Sep. 2012

Grand Total:

Spots 35

Rate \$25,850.00

Grand Total: \$25,850.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
9.0	Revised Line / Spot	09/24/12-09/28/12	5	:30	11:59A- Channel 11 News At Noon	1			1		1						Pittsburgh (WPXI)	NOON NEWS/9	8/6/12
9.1	Normal Line / Spot	09/24/12-09/28/12	5	:30	11:59A- Channel 11 News At Noon	3	X	X	X	X	X			3	\$370.00	\$1,110.00	Pittsburgh (WPXI)	NOON NEWS/9	9/21/12
10.0	Revised Line / Spot	09/25/12-09/27/12	5	:30	4P- Judge Judy 4p				1		1						Pittsburgh (WPXI)	JUDGE JUDY 4-430P/10	8/6/12
10.1	Normal Line / Spot	09/24/12-09/28/12	5	:30	4P- Judge Judy 4p	2	X	X	X	X	X			2	\$395.00	\$790.00	Pittsburgh (WPXI)	JUDGE JUDY 4-430P/10	9/21/12
11.0	Revised Line / Spot	09/24/12-09/26/12	5	:30	4:29P- Judge Judy 430p		1		1								Pittsburgh (WPXI)	JUDGE JUDY 430-5P/11	8/6/12
11.1	Normal Line / Spot	09/24/12-09/28/12	5	:30	4:29P- Judge Judy 430p	2	X	X	X	X	X			2	\$495.00	\$990.00	Pittsburgh (WPXI)	JUDGE JUDY 430-5P/11	9/21/12
12.0	Revised Line / Spot	09/25/12-09/27/12	5	:30	5P- 5:30P (EST)				1		1						Pittsburgh (WPXI)	NEWS 5-530P/12	8/6/12
12.1	Normal Line / Spot	09/24/12-09/28/12	5	:30	5P- 5:30P (EST)	2	X	X	X	X	X			2	\$795.00	\$1,590.00	Pittsburgh (WPXI)	NEWS 5-530P/12	9/21/12
13.0	Revised Line / Spot	09/24/12-09/26/12	5	:30	5:30P- 6P (EST)		1		1								Pittsburgh (WPXI)	NEWS 530-6P/13	8/6/12
13.1	Normal Line / Spot	09/24/12-09/28/12	5	:30	5:30P- 6P (EST)	2	X	X	X	X	X			2	\$795.00	\$1,590.00	Pittsburgh (WPXI)	NEWS 530-6P/13	9/21/12
14.0	Revised Line / Spot	09/25/12-09/27/12	5	:30	5:58P- Channel 11 News At 6pm M-F				1		1						Pittsburgh (WPXI)	NEWS 6-630P/14	8/6/12
14.1	Normal Line / Spot	09/24/12-09/28/12	5	:30	5:58P- Channel 11 News At 6pm M-F	2	X	X	X	X	X			2	\$995.00	\$1,990.00	Pittsburgh (WPXI)	NEWS 6-630P/14	9/21/12

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Agency Luc, Inc. (2895)
Product Political - Federal Candidate (1067)
Brand POL/M CRITZ/D/CON/PA (68636)
Salesperson Telerep/Atlanta, Atlanta (1044)
Sales Office Telerep/Atlanta
Buyer Name MILLS,AMY
Phone/Fax /
CPE N/A
Account Types National/Political
Billing Type Standard
Comments 2429 ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered 08/06/12
Last Modified 09/21/12
Entered By Jennifer Stewart
CO-OP Yes
Headline # 06263779
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$3,877.50
Net Total \$21,972.50
Sales Tax

Pittsburgh (WPXI)
By Broadcast Month
Sep. 2012 35 \$25,850.00
Grand Total: 35 \$25,850.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
15.0	Normal Line / Spot	09/30/12-09/30/12	5	:30	6P- CHANNEL 11 NEWS	1							1	1	\$670.00	\$670.00	Pittsburgh (WPXI)	NEWS 6-630P/15	8/6/12
16.0	Normal Line / Spot	09/26/12-09/28/12	5	:30	6:59P- Jeopardy				1		1				\$1,645.00		Pittsburgh (WPXI)	JEOPARDY 7-730P/16	8/6/12
16.0.1	Closed Preempt	09/28/12															Pittsburgh (WPXI)	Pre-empt/Exception -	
16.0.2	Closed Preempt	09/26/12															Pittsburgh (WPXI)	Advertiser Instructions/Spot	
17.0	Revised Line / Spot	09/24/12-09/27/12	5	:30	7:30P- WHEEL OF FORTUNE	1			1								Pittsburgh (WPXI)	WHEEL 730P/17	8/6/12
17.1	Normal Line / Spot	09/24/12-09/27/12	5	:30	7:30P- WHEEL OF FORTUNE	2	X	X	X	X				2	\$1,645.00	\$3,290.00	Pittsburgh (WPXI)	WHEEL 730P/17	9/21/12
18.0	Normal Line / Spot	09/29/12-09/29/12	5	:30	7P- Jerome Belis 7-730P							1		1	\$670.00	\$670.00	Pittsburgh (WPXI)	8ETIS 7-730P/18	8/6/12
19.0	Normal Line / Spot	09/29/12-09/29/12	5	:30	7:30P- 8P (EST)							1		1	\$570.00	\$570.00	Pittsburgh (WPXI)	HOLD FOR JEOPARDY 730-8P/19	8/6/12
20.0	Revised Line / Spot	09/26/12-09/26/12	5	:30	10:59P- CHANNEL 11 NEWS AT 11P				1								Pittsburgh (WPXI)	LATE NEWS/20	8/6/12
20.1	Normal Line / Spot	09/24/12-09/28/12	5	:30	10:59P- CHANNEL 11 NEWS AT 11P	1	X	X	X	X	X			1	\$1,995.00	\$1,995.00	Pittsburgh (WPXI)	LATE NEWS/20	9/21/12
21.0	Revised Line / Spot	09/25/12-09/28/12	5	:30	11:34P- TONIGHT SHOW			1				1					Pittsburgh (WPXI)	TONIGHT/21	8/6/12
21.1	Normal Line / Spot	09/24/12-09/28/12	5	:30	11:34P- TONIGHT SHOW	2	X	X	X	X	X			2	\$670.00	\$1,340.00	Pittsburgh (WPXI)	TONIGHT/21	9/21/12

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Grand Total: 35 \$25,850.00

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22.0	M/G For 16.0.1 / Spot	09/28/12-09/28/12	5	:30	6:59p- Take This Job and Love It						1				\$1,645.00		Pittsburgh (WPXI)	JOBS SPECIAL 7-8p/16	9/10/12
22.0.1	Closed Preempt	09/28/12															Pittsburgh (WPXI)	Advertiser Instructions/Spot	
23.0	M/G For 16.0.1 / Spot	09/25/12-09/25/12	5	:30	6:59p- Jeopardy		1							1	\$1,645.00	\$1,645.00	Pittsburgh (WPXI)	JEOPARDY 7-730P/MKGD 22	9/17/12
23.1	M/G For 16.0.1 / Spot	09/24/12-09/27/12	5	:30	6:59p- Jeopardy	1	X	X	X	X				1	\$1,645.00	\$1,645.00	Pittsburgh (WPXI)	JEOP 7-730P/MKGD 22	9/21/12
24.0	Normal Line / Spot	09/24/12-09/27/12	5	:30	6:59p- Jeopardy	1	X	X	X	X				1	\$1,645.00	\$1,645.00	Pittsburgh (WPXI)	JEOPARDY 7-730P/16	9/21/12

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